

## **Santa Rosa Tourism Business Improvement Area Event Support Application**

The Santa Rosa Tourism Business Improvement Area (SRTBIA) offers the opportunity for event planners and organizers to seek funding to support their events in Santa Rosa. These guidelines set forth the criteria for application to the SRTBIA. As the primary purpose of the SRTBIA is economic impact, all SRTBIA applications must detail how the proposed event will generate overnight stays.

### **To ensure the success of your application, please note the following:**

- Applicants must use the attached Application Form.  
(You may attach additional information to your application, if necessary.)
- Send completed forms and any additional material to Keith Roberts with the City of Santa Rosa at [kroberts@srcity.org](mailto:kroberts@srcity.org) with a copy to Anne Mitchel with Visit Santa Rosa at [annem@visitsantarosa.com](mailto:annem@visitsantarosa.com).
- You may apply at any time during the year, however, your application will not be reviewed until the next scheduled SRTBIA Board meeting following the receipt of your application. Your application must be received 7 working days prior to the meeting for consideration. The SRTBIA Board will review the application and vote on funding. SRTBIA Board meetings are held on the fourth Thursday of every other month. (When scheduled)
- Questions should be addressed to the Executive Director of the Santa Rosa CVB at 707-524-2116 or [bradc@visitsantarosa.com](mailto:bradc@visitsantarosa.com).

### **Event Support Application Assessment Process**

Applications will be reviewed by the SRTBIA board. Consideration for approval and the amount of funding awarded will be dependant on several factors. Overnight stays, new event or repeat event, media coverage, marketing & brand support for Santa Rosa, event time (season vs. off-season), organizational plans and potential for long term growth.

### **Event Timing**

The most important consideration will be event timing and special consideration will be give to events that are held during low occupancy. For an estimate of occupancies during your event contact the Executive Director of the Santa Rosa CVB.

#### **Timing**

Event held during peak occupancy  
Event held during shoulder period  
Event held during low occupancy

#### **Special Consideration**

Low  
**Medium**  
**Extremely High**

Other consideration will be given to events based upon the below chart.

**Category**

**Consideration**

**Confirmed room nights during non peak occupancy**

The goal is to produce a minimum of 100 new or additional room nights (excluding vendor and staff rooms) during need (low hotel use) times.

For new events: estimate room nights or provide supporting documentation from a similar event. For existing events provide supporting documentation including potential for expansion.

< 100

Low

101-500

Medium

>500

High

**Media Coverage**

Local

Low

Regional or non major

Medium

Major outlet and/or national coverage

High

**Long Term Growth Potential**

0-100 Room Nights

Low

101-500 Room Nights

Medium

>500 Room Nights

High

**Marketing & Organizational Plan**

None

Low

Minimal marketing plan

Medium

Well thought-out & organized

High

The SRTBIA board will evaluate each event separately and allowable expenditures will vary depending on many of the above factors. At its discretion the board may only allow one type of expenditure (such as marketing & advertising).

**Example of Allowable Expenditures**

- Site fees and other related costs incurred within the city limits of Santa Rosa. (Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up, etc.)
- Marketing and advertising expenses related to efforts outside Sonoma and the immediately surrounding counties of Napa, Lake, Marin and Mendocino. These include but are not limited to promotional materials, trade shows, advertising and media buys.

**Disallowed Expenditures**

- General operating or administrative salaries or wages.
- Advertising and marketing expenses in Sonoma County or the immediate surrounding counties.
- Site fees and other related costs incurred outside the city limits of Santa Rosa.

### **Repeat Submissions:**

Events may be funded more than one time; however, the intent is for events to become self sustaining. Organizations may submit applications for different events.

### **Post-Event Summary Report:**

All expenditures *for items funded by SRTBIA* must be documented and a report must be received by the Executive Director of the Santa Rosa Convention and Visitors Bureau no later than 90 days following the last day of the funded event. The report should include:

1. A brief summary outlining estimated attendance
2. A zip code analysis or event attendance survey that details the number of attendees that are from out of the area
2. Information on advertising placed to promote the event (if applicable)
3. A general assessment of the event which addresses its success and any concerns or recommendations for changes.
4. Verification of the room nights reported by the Santa Rosa CVB
5. Copies of checks issued for payment of services or copies of corresponding invoices equal to the amount of funding provided

Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect final funding and considerations of future applications.

### **OVERVIEW OF EVENT SUPPORT TERMS**

1. Include the Santa Rosa Convention & Visitors Bureau logo and the City of Santa Rosa logo on printed materials, marketing materials and link to the VisitSantaRosa.com website from the event/organization website.
2. Permitting the Santa Rosa Convention & Visitors Bureau to hang signage at the event and be given sponsorship benefits as per the value of the event support.
3. Guarantee a complete and accurate report of the event's activity to the Santa Rosa Convention & Visitors Bureau within 90 days of the event conclusion (including complete expense statement on reimbursable items, if applicable). Included in this documentation should be verification of total room nights, total event attendance, estimated attendance from out of the area and if possible estimated local spending by event organizer.
4. Agree to notify the Santa Rosa Convention & Visitors Bureau immediately if the event is cancelled, rescheduled or downsized. Because of the importance of filling room nights over need times, if the dates of the event are changed, the contract becomes void and funding will no longer be guaranteed. The SRBIA Board must approve funding for the new dates.
5. Hold harmless the Santa Rosa Tourism Business Improvement Area, the Santa Rosa Chamber of Commerce dba the Santa Rosa Convention & Visitors Bureau and the City of Santa Rosa from all claims, liabilities, causes of action and judgments arising out of the event.
6. Unless previously agreed upon or given a waiver, only Santa Rosa (within SRTBIA boundaries) hotel rooms will be considered in the 'Room Night' counts for your application.

<b>Event Details</b>	
<b>Event Name</b>	
<b>Event Date(s)</b>	
<b>Event Description</b>	
<b>Event Location</b>	
<b>Is this a new or returning event?</b>	
<b>Contact Name Phone Email Mailing Address</b>	
<b>Legally Responsible Organization</b>	
<b>Total Event Cost</b>	
<b>Amount Requested</b>	
<b>How Will Funds from SRTBIA Be Used?</b>	

**General Event Information (Please answer all questions fully)**

<p>How many room nights will the event generate?</p>	
<p>Who is the target audience for this event?</p>	
<p>What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?</p>	
<p>What is the history of this event?</p>	
<p>If this is an existing event, how many room nights has it produced in the past and what hotels were used?</p>	
<p>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</p>	
<p>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</p>	
<p>Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?</p>	
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	

<p><b>Describe the community support for this event. Include financial and in-kind support.</b></p>	
<p><b>How will this event be funded in the future?</b></p>	
<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	
<p><b>Will there be media coverage of this event? Local – Regional – National</b></p> <p><b>With this media coverage, describe who will be covering this event</b></p>	
<p><b>Additional information or comments.</b></p>	

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*

<b>STRBIA Event Recap</b>	
<b>Event Name</b>	
<b>Event Date(s)</b>	
<b>Event Description</b>	
<b>Event Location</b>	
<b>Recap Prepared By</b>	
<b>Event Attendance by Day</b>	
<b>Are you attaching a zip code analysis or visitor survey results?</b>	
<b>If no zip code analysis or survey is being provided, how many visitors do you estimate came from out of the area?</b>	
<b>What SRTBIA hotels were contracted with for the event?</b>	
<b>How were SRTBIA funds used?</b>	
<b>Is there any other economic impact you would like to share about the event?</b>	

This is to be completed and returned to the Santa Rosa Convention & Visitors Bureau Executive Director within 90 days of the conclusion of the event.

**Please attached any relevant information including copies of articles, advertisements, press releases or economic data related to the event.**